

April 2023

Atlanta's Technology Executives Roundtable

Today's program presented by
CLRE Advisors

**How to Get the Workplace Right: Attract &
Retain Talent and Increase Employee Engagement**

April 18, 2023

TEER | Technology Executives Roundtable



John Wichmann

2023 President, Technology Executives Roundtable

Founder & CEO, Gather Sciences

Welcome Attendees

TER is your forum to gain new insights and to share, challenge and test ideas around complex leadership issues.

CEOs, CFOs, CTOs & Investors

12 meetings per year

Thank you to our Sponsors

Today's Hosting Sponsor



Real estate advisors for
high-growth companies



Digital marketing for
B2B tech companies



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management services



Administrative services to
help clients invest & operate
around the world



Full-service corporate/
investment banking

QUESTION OF THE DAY

What is your company's current work model and what successes and challenges have you experienced under this model with attracting and retaining talent, culture, mentoring, innovation, and collaboration?

Featured Fund & Company

**Fund of
the Month**



Shamit Mehta
Partner - Growth Equity

**Company of
the Month**



Jim Morgan
CFO



SPONSORS





TZP Growth Equity

2023

Platform Snapshot

INVESTMENT STRATEGIES & VEHICLES⁽¹⁾

	Non-Control	Control Buyouts	
	Growth Equity ⁽²⁾	Capital Partners	Small Cap Partners
Target Companies	\$10M+ Revenue	\$10M+ EBITDA	< \$10M EBITDA
Target Investments	\$10-35M Equity	\$40-130M Equity	\$10-40M Equity
	Impact Investments		

CORE PRINCIPLES



Partner Of Choice



Power of the Platform



ESG 360°

⁽¹⁾There is no guarantee that the TZP funds will be able to implement their investment strategy or achieve these targets. The target investments herein have been provided for illustrative purposes only. There can be no assurance that future investments will be comparable.

⁽²⁾ TZP has a strategic investment relationship with Strategic Partners (SP) pursuant to which SP made available for investment by TZP up to \$210 million to fund: (i) growth equity investments, (ii) structured capital investments, (iii) stressed capital investments, (iv) a portion of TZP's remaining capital commitments to its existing funds, (v) follow-on investments associated with companies in TZP funds, and/or (vi) co-investments with TZP funds.

TZP Growth Equity Team



Samuel Katz
Managing Partner

*Prior: Blackstone, Cendant,
Travelport and MacAndrews &
Forbes Acquisition Holdings*



Erin Edwards
Partner

*Prior: North Castle Partners,
AEA Investors LP, Acronis, Inc
and Insight Venture Partners*



Shamit Mehta
Partner

*Prior: North Bridge Growth
Equity, Susquehanna Growth
Equity, Great Hill Partners*



Choon Woo Ha
Vice President

*Prior: Summit Partners,
BlackRock*



Perry Leon
Vice President

*Prior: AEA, Platinum Equity,
M/C Partners, Barclays*



George Philipose
Senior Associate

*Prior: Ballast Point Ventures,
Wells Fargo*



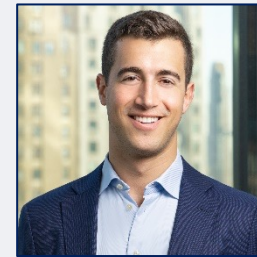
Nandu Mandalap
Associate

Prior: Barclays



Brian Habacivch
Associate

Prior: Jefferies, Citizens, AGC



Garrett Wolfe
Associate

Prior: Morgan Stanley

Note: As of February 2023. Composition of TZP's professionals may change over time.

Third-party names included herein are provided for illustrative purposes only. Inclusion of such names does not imply affiliation with or endorsement by such firms or businesses. There is no guarantee that TZP, any TZP Fund, or any of their portfolio companies will work with any of the firms or businesses whose names are included herein in the future.

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Supported by TZP Portfolio Operations Group

- Dedicated, in-house senior operating executives engaged in all stages of the investment process
- Successful operational track records and deep domain experience
- Three value-creation levers: Growth, Efficiency and Capability



Operations

Kenneth Esterow
Partner

*Prior: Bankrate, Inc.,
Cendant Corporation,
GTA by Travelport,
Orbitz Worldwide*



Talent

Jo-Anne Kruse
Partner

*Prior: American Express
Global Business Travel,
Travelport, PepsiCo,
Cendant Corporation*



Strategy

Robert Schwartz
Partner

*Prior: Undertone,
Bain & Company,
PepsiCo, IBM*



Analytics

Tamar Shapiro
Partner

*Prior: Instagram,
Foursquare,
American Express,
Deloitte*



Digital

Jarrad Berman
Principal

*Prior: Facebook,
INTERMIX,
Rodale Inc.,
Ideeli*



Finance

Carrie Hillebrand
Associate

Prior: Barclays



Distribution

Marc Schneider
Executive-In-
Residence

*Prior: Kenneth Cole
Productions, PVH Corp.,
Timberland, Macy's Inc.*

Note: Third-party names included herein are provided for illustrative purposes only. Inclusion of such names does not imply affiliation with or endorsement by such firms or businesses. There is no guarantee that TZP, any TZP Fund, or any of their portfolio companies will work with any of the firms or businesses whose names are included herein in the future. Also, Executives in Residence are not employees, members or partners of any TZP entity and are not expected to receive a carried interest in any investment made by an TZP fund. Executives in Residence are expected to receive compensation from TZP fund portfolio companies. Such compensation, including any information related to TZP in-house services, will not result in offsets to or reductions of the Management Fee.

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TZP Investment Portfolio



 Exited Investment

Companies above represent companies in the TZP Capital Partners I ("Capital Partners I"), TZP Capital Partners II ("Capital Partners II"), TZP Capital Partners III ("Capital Partners III"), TZP Small Cap Partners I ("Small Cap Fund I"), TZP Small Cap Partners II ("Small Cap Fund II"), and TZP Growth Equity portfolios, categorized for illustrative purposes based on TZP's current beliefs about such companies' characteristics. There is no guarantee that TZP will be able to source transactions in the future similar to those listed herein, and it should not be assumed that investments made in the future will be comparable in quality or performance to the investments described herein.

Technology and Consumer Focus

Leveraging Pattern Recognition

Small-Cap Consumer & Technology Sectors:

Investing in sectors with large TAMs, substantial fragmentation, interest from strategic buyers/IPOs and opportunities for value-creation

Benefits of Focus:

Proprietary and limited auction opportunities, focused networks and early identification of emerging trends and risks

XERO SHOES

knix

evergent

itzy ritzy



THE FRAGRANCE GROUP

Wave Sports + Entertainment

Partners' Prior Investments Include:

outsystems

SMARTY PANTS vitamins

contigo

Maya Katmal

cascade

Doctor's BEST
Science-Based Nutrition

MINERAL FUSION
MAKING BEAUTY HEALTHY

JIVE

aeropost.com

versafe

Oltane FITNESS

zyme

Note: The investment examples presented herein are for illustrative purposes only and have been selected in order to provide examples of similar types of investments made and investment strategies implemented by previous TZP Growth Equity Funds as well as prior funds managed by TZP Partners, which have a substantially similar strategy and investment profile to TZP Growth Equity Fund II. The specific investments identified and described herein do not represent all investments made by TZP. There is no guarantee that TZP will be able to source transactions in the future similar to those listed herein, and it should not be assumed that investments made in the future will be comparable in quality or performance to the investments described herein. TZP may pursue and consummate different types of investments than those described herein.

What is a TZP Growth Equity Deal?

Key Considerations for Growth Equity Transactions



Note: Past performance is not a guarantee of future results. The key considerations indicated herein are for illustrative purposes only and have been selected in order to provide examples of the TZP Growth Equity Fund II investment strategy. There is no guarantee that TZP will be able to replicate the examples in the future similar to those listed herein, and it should not be assumed that the listed considerations made in the future will be comparable in quality or performance as described herein. TZP may pursue to consummate different strategies than those described herein.

How We Can Partner?

Meet with us! Help us connect with the Atlanta ecosystem!



Entrepreneurs Looking for Capital in Less Than 24 Months



Intermediaries Representing Companies



Industry Executives Looking to Broaden their Networks



Potential Limited Partners

Note: Past performance is not a guarantee of future results. The key considerations indicated herein are for illustrative purposes only and have been selected in order to provide examples of the TZP Growth Equity Fund II investment strategy. There is no guarantee that TZP will be able to replicate the examples in the future similar to those listed herein, and it should not be assumed that the listed considerations made in the future will be comparable in quality or performance as described herein. TZP may pursue to consummate different strategies than those described herein.

Featured Fund & Company

Fund of
the Month



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Partner - Growth Equity

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CFO



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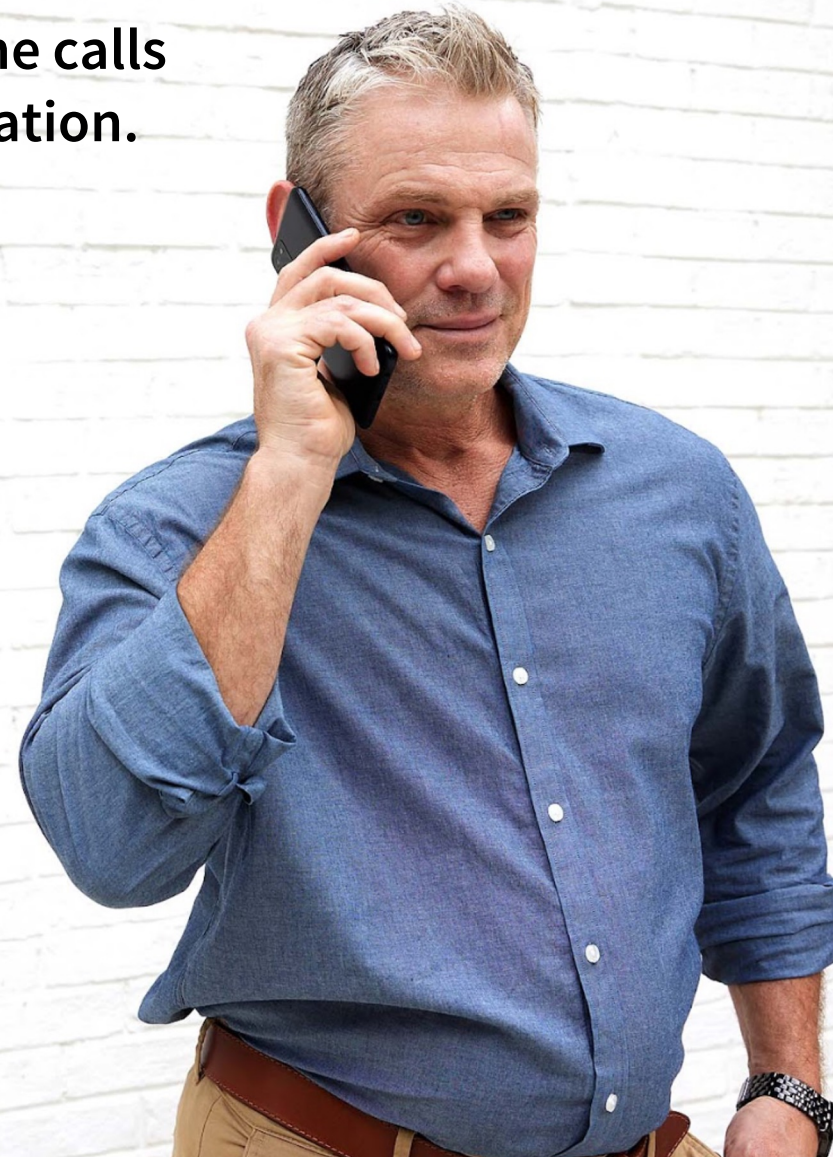


CallRail Overview

April 2023



In an increasingly digital world, phone calls are still valuable — businesses still depend on phone calls and customers still want to have a conversation.

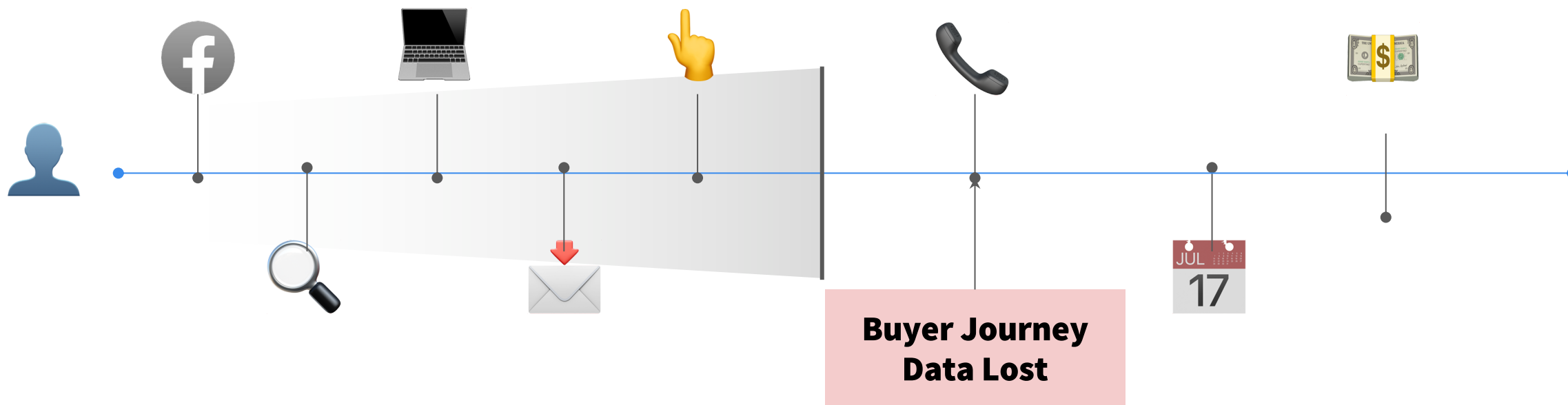


CallRail

For businesses that rely on phone calls, the digital path to purchase breaks when the call is made.

Online Activity

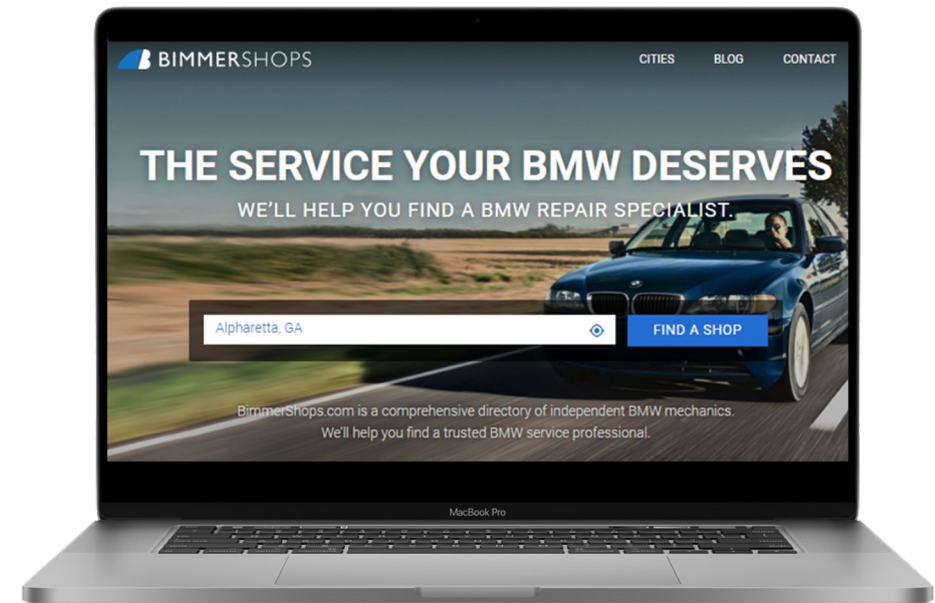
Offline Conversion



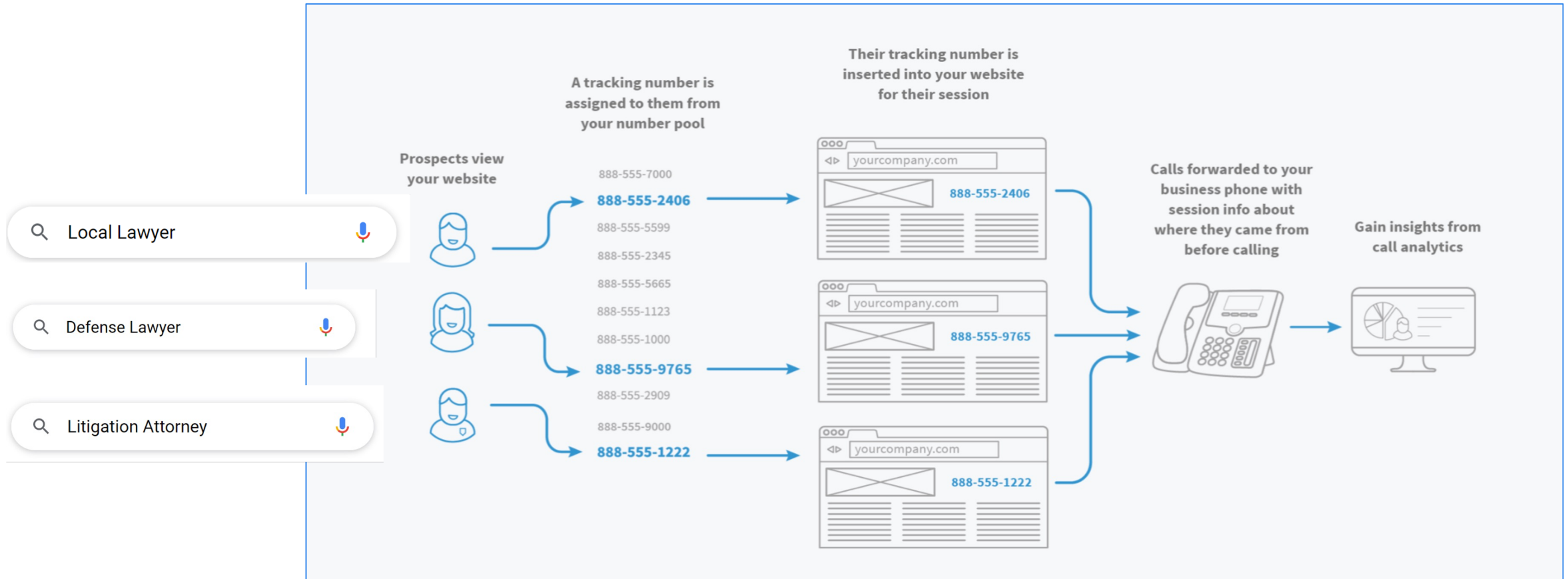
CallRail

The Start of CallRail

In 2011 Andy Powell is running BimmerShops and realizes he needs a way to show his customers (BMW repair shops) that the marketing that he's doing for them is paying off.



With CallRail, SMBs can track each caller's digital journey back to the keyword level.



CallRail Platform



Call Tracking

Know what makes your phone ring.



Form Tracking

Connect all phone and web leads to your marketing.



Conversation Intelligence

Go beyond the call with AI-powered analysis.



Lead Center

Call, text, and manage your leads in one place.

CallRail Today

Vision: Every business markets with confidence.

Mission: Make it easy to turn more leads into better customers.

Strategy: Accelerate revenue by complementing product-led growth with proactive GTM plans.

\$90M

ARR

34K

Customers

37%

5-year Revenue
CAGR

312

Employees

216K

Businesses

Profitable

Rule of 40

Thank You



Panelists



MODERATOR:
Ronnie Cannon
President
CLRE Advisors



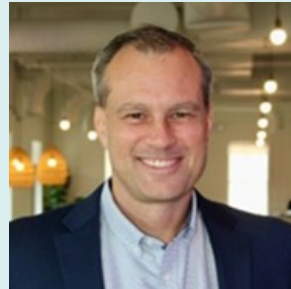
AshLea Allberry
COO
Maptician



Celia Fleischaker
CMO
Verint



John Duisberg
CEO
Cooleaf



John Wichmann
CEO
Gather Sciences

Questions & Answers



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TZP Group
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COMPANY OF THE MONTH:
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CFO
CallRail
jim@callrail.com

Announcements



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Please join us for our
May 2023 event
(in-person and virtual)

Technology Executive Compensation & Talent Acquisition – New Trends Impacting Tech Companies

May 16, 2023